

DESN1011: Visual Design Principles

Newcastle City Precinct

Semester 1 - 2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course introduces students to key foundational visual communication principles through practical exercises, reflective learning, visual research and undertaking the design process. It explores how these principles are used to visually communicate meaning through experimentation with the relationship between type, image and graphic design elements and principles.
Academic Progress Requirements	Nil
Requisites	This course replaces DESN1100. If you have successfully completed DESN1100 you cannot enrol in this course.
Assumed Knowledge	It is assumed students will have basic computer literacy.
Contact Hours	Newcastle City Precinct Lecture Face to Face On Campus 1 hour(s) per week(s) for 1 week(s) starting Week 7 Lecture Face to Face On Campus 1 hour(s) per week(s) for 1 week(s) starting Week 1 Tutorial Face to Face On Campus 2 hour(s) per week(s) for 12 week(s) starting Week 1
Unit Weighting	10
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator	Newcastle City Precinct Dr Ralph Kenke Ralph.Kenke@newcastle.edu.au Consultation: by appointment.
Teaching Staff	Other teaching staff will be advised on the course Canvas site.
School Office	School of Humanities Creative Industries and Social Sciences NU Space, Level 4 409 Hunter Street Newcastle HCISS@newcastle.edu.au +61 4985 4500

SYLLABUS

Course Content	Topics will include: <ul style="list-style-type: none">• Visual design elements and principles;• Visual research methods;• Communicating the design process;• The application of design principles to typography, composition, and text and image relationships;• Production standards for presentation and finished visual design outcomes;• Reflective visual experimentation and iteration.
Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">1. Display and implement an understanding of the relationship between visual design principles and design elements and the communication of meaning2. Identify and apply appropriate design elements and principles to basic visual communication forms3. Research and create design outcomes to appropriate production and presentation standards4. Document and implement verbal feedback5. Visually communicate and reflect on the design process
Course Materials	Further details on readings, lectures and other course materials will be available on the course website in Canvas.

SCHEDULE

Week	Week Begins	Lecture	Tutorial	Assessment Due
1	26 Feb	LECTURE Course Introduction Assignments overview	Studio Tutorial Activity	
2	4 Mar		Studio Tutorial Activity + Self-Directed Activity	
3	11 Mar		Studio Tutorial Activity + Self-Directed Activity	
4	18 Mar		Studio Tutorial Activity + Self-Directed Activity	
5	25 Mar		A3: Peer Feedback session + Work in Progress presentation (two concept directions)	First 1/2 Assessment 3 Before class time
6	1 Apr		The Pin-Up process replaces Tutorials in A1: PIN UP DISPLAY (UNH physical presentation paper printout)	Assessment 1
7	8 Apr	LECTURE Visual Identity and Branding Packaging Design + A2 DESIGN BRIEF	Studio Tutorial Activity + Self-Directed Activity	
Mid-Semester Recess				
Mid-Semester Recess				
8	29 Apr		Studio Tutorial Activity + Self-Directed Activity	
9	6 May		Studio Tutorial Activity + Self-Directed Activity	
10	13 May		Studio Tutorial Activity + Self-Directed Activity	
11	20 May		Studio Tutorial Activity + Self-Directed Activity	
12	27 May		The Pin-Up process inTutorials Week 12 A2: PIN UP DISPLAY (UNH physical presentation paper printout) + PDF UPLOAD (Canvas online) A3: FINAL JOURNAL REVIEW (online)	Assessment 2 Second 1/2 Assessment 3
13	3 Jun			
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	A foundational multi-part practical design project	Week 6 in class time (all pin-ups required to be on the walls by 1.00 pm Thursday 04/04/2024. Room UNHG01 Wall space Univresity House)	Individual	40%	1, 2, 3, 4, 5
2	A multi-part practical design project	Week 12 in class time Online by 11.59pm the day before class.	Individual	40%	1, 2, 3, 4
3	Online Learning Activity	Thursday 28 March in week 5, Online by 11.59pm the day before class. Friday 31 May in week 12. Online by 11.59pm the day before class.	Individual	20% (2x10%)	3, 4, 5

Late Submissions The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - A foundational multi-part practical design project

Assessment Type	Project
Purpose	Foundational visual design skills
Description	Visual/verbal presentation pitch + physical pin-up + online upload. This is a visual methods and visual concept design project
Weighting	40%
Length	150-300 words w/8-20 images = 2-3 A3 pages + 4 A3 pages
Due Date	Week 6 in class time (all pin-ups required to be on the walls 11.59pm Friday 5/04).
Submission Method	In class Online A physical print as well as a digital submission on Canvas are required for submission on the due date.
Assessment Criteria	Please refer to the complete A1 Design Brief for full details of the specific assessment criteria. See more information online on Canvas.
Return Method	Not Returned
Feedback Provided	Online and In Class Verbal in Class – Formative feedback before assessment submission is provided individually and as a group during face-to-face classes and designated feedback sessions. Online via Canvas – Summative feedback after submission is provided individually via the final grade and rubric indications for each assessment criteria, as well as through overall collective assessment performance feedback and HD examples shown and discussed post-assessment.

Assessment 2 - A multi-part practical design project

Assessment Type	Project
Purpose	Apply holistic graphic design and gestalt principles in practice.
Description	Physical pin-up + online upload This is visual identity and packaging design project
Weighting	40%
Length	150-300 words w/4-10 images = 1-2 A3 page(s)
Due Date	Week 12 in class time, online by 11.59pm the day before class.
Submission Method	Online

Assessment Criteria	In Class
Return Method	A physical print as well as a digital submission on canvas are required for Submission on the due date.
Feedback Provided	Please refer to the complete A2 Design Brief for full details of the specific assessment criteria.
	Not Returned
	Online and In Class
	Verbal in Class – Formative feedback before assessment submission is provided individually and as a group during face-to-face classes and designated feedback sessions. Online via Canvas – Summative feedback after submission is provided individually via the final grade and rubric indications for each assessment criteria.

Assessment 3 - Online Learning Activity

Assessment Type	Online Learning Activity
Purpose	Learning Activity to explore iterative design process and design documentation of design principles.
Description	Online Weekly Journal - This is a creative process journal within the course website on Canvas
Weighting	20% (2x10%)
Length	300-500 words w/8-24 images or graphics = 4-6 A2 pages
Due Date	Thursday 28 March 11.59pm in week 5 and Friday 31 May 11.59pm in week 12
Submission Method	Online
Assessment Criteria	Please refer to the complete A3 Design Brief for full details of the specific assessment criteria.
Return Method	Not Returned
Feedback Provided	Online and In Class
	Verbal in Class - Ongoing design process feedback

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas) As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

© 2024 The University of Newcastle, Australia